

# MICRO ANALYSIS

**At Nexer, we believe in a better tomorrow. It begins with the curious ones. With the eyes, seeing things differently. It starts with the ones getting things done. We know what it takes to build a successful e-commerce business and always be one step ahead in an industry of constant change.**

**We know that e-commerce is not a tech system; it's an ecosystem where all areas must be connected for your business to be successful.**

So, let's be honest. We also know that it can be a challenge to connect all areas. We've all been there. We know that time is not enough for everything you want to achieve, and to make a great analysis of data information, takes time. It's not hard to find all the data you might need; the hard part is to decide what info is relevant and what to do with it.

## **What is Micro Analysis?**

Our Micro Analysis is a monthly report of your business KPI's where we do the analysis work so that you can focus on growing your e-commerce. We help categorize events, and act if something is required, so that you can be in total control of your business.

In this report you can easily see all relevant data in one dashboard and also go in-depth where our senior business developers have analyzed your site in detail. Our micro analysis is built on a colour scheme category system where:

Green – Means all is working well; keep up the excellent work

Yellow – This will require action in the future

Red – This requires action now

The micro analysis gives you complete control over your business and time to create a better tomorrow for you and your customers.



### **How does it work?**

We always start with you meeting our Business Developers who will work with your e-commerce, and together you will set up the five KPI's that we will follow up on.

After that, we will create a dashboard in Google Data Studio where you can follow our daily work. You will receive a full report monthly together with our thoughts and analysis of future recommendations to tweak your business. This report is unique for every client of ours, where depending on your business, we analyze the areas that make a difference for you.

In connection with the monthly report, we always visit you in person for a chance to discuss the analysis and decide on the next steps for your business the following month. With the Micro Analysis, you get the experience of having an in-house analysis team.

### **Micro Analysis level 2**

When you want to be in complete control over your business and work more actively with analysis. You get all that is already included in the Micro Analysis, plus:

- A complete weekly report instead of a monthly
- One hour of project management, system developer or business developers time

It means four reports instead of one, a dedicated team who works with your business and takes immediate action on important events.

### **Why should you have a Micro Analysis?**

The most significant advantage of working in a digital business is that you never have to guess what your next step should be. You already have all the answers in the footprints your customers leave on your site, how they act and what they want. It's all there.

So, let us analyze this and help you take your business to the next level.

## **WANT TO KNOW MORE ABOUT MICRO ANALYSIS?**

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